



BRAZOS PRIVATE EQUITY PARTNERS, LLC

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## **BRAZOS PRIVATE EQUITY PARTNERS ANNOUNCES SALE OF SOUTHERN TIDE**

**Dallas, Texas, April 20, 2016** — Brazos Private Equity Partners, LLC, a leading Dallas-based private investment firm, announced today the sale of Southern Tide, LLC (“Southern Tide” or the “Company”), one of the fastest growing lifestyle apparel brands in the United States, to Oxford Industries, Inc. (“Oxford”).

Based in Greenville, South Carolina, Southern Tide is a lifestyle apparel brand that combines high-quality design with classic Southern style. The Company is widely known for its extensive selection of men’s shirts, pants, shorts, outerwear, ties, swimwear, footwear and accessories. Southern Tide recently launched a significant expansion in its women’s line, and now offers a complete women’s collection. Additionally, the Company’s products include a collegiate line featuring nearly 50 colleges and universities. Today, the brand is available through the company’s website and at Nordstrom, Von Maur and over 850 premium specialty retailers in more than 45 states, Washington DC, the Virgin Islands and Bermuda. Southern Tide has attracted a loyal customer base of consumers and specialty retailers by consistently delivering products with classic design and superior comfort and fit. Under Brazos’ ownership, the Company has experienced impressive growth by adding sales channels, expanding its product line and broadening its geographic footprint.

“We could not be more pleased with the success of Southern Tide,” said Randall Fojtasek, Co-Founding Partner and Co-CEO of Brazos. “Our team was drawn to Southern Tide due to its focus on quality and innovative design and the potential for significant growth fueled by its enthusiastic customer base. Since our investment in 2013, the Company has expanded its wholesale distribution channels, grown its e-commerce presence, invested in supply chain and logistics, and continued the development of its men’s and women’s lines. The management team’s talent, hard work and skillful execution allowed the company to capitalize on these growth opportunities.”

“The partnership with Brazos has been instrumental in the value creation process and has positioned our company for continued strong performance,” said Chris Heyn, CEO of Southern Tide. “We are grateful for the counsel and support the Brazos team has given us over the past three years as we expanded our

business. This is an exciting time for Southern Tide and we look forward to beginning the next phase of our growth as a member of the Oxford family of brands.”

Brazos invested in Southern Tide with capital from its \$715 million Brazos Equity Fund III.

**About Brazos Private Equity Partners, LLC**

Brazos Private Equity Partners is a Dallas-based private equity firm that has managed investment funds with approximately \$1.4 billion of equity capital since inception. Brazos focuses on investments in leading middle-market consumer, healthcare, commercial & industrial, and business services companies, and supports outstanding management teams and/or owners of closely-held businesses to maximize growth and shareholder value. Brazos has been one of the most active middle-market private equity investment firms, having completed in excess of 80 transactions over the past decade. For additional information about Brazos, please visit the firm’s website at [www.brazospartners.com](http://www.brazospartners.com).

**About Southern Tide, LLC**

Southern Tide offers its customers distinctive apparel that is classic, authentic, and built with a purpose. Men’s, women’s and children’s products bearing the distinctive “Skipjack” logo can be found in specialty stores, select department stores and at [www.southerntide.com](http://www.southerntide.com). Southern Tide was founded in 2006 and is headquartered in Greenville, SC. For more information, please visit [www.southerntide.com](http://www.southerntide.com)

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